

RNA 2012

Sponsorship Prospectus



The Seventeenth Annual Meeting of the RNA Society
May 29 to June 3, 2012
University of Michigan Campus
Ann Arbor, MI
USA

Updated: 28 January, 2012

Outline

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General Information

The RNA Society is a non-profit, international scientific society with more than 1000 members dedicated to fostering research and education in the field of RNA science. The Society's annual meeting attracts top researchers from all across the globe, with presentations detailing the very latest discoveries in this field. This is an ideal opportunity for companies to help advance RNA science in a very tangible way, while also having their company more closely associated with top-level research.

Conference Name:	RNA 2012: The Seventeenth Annual Meeting of the RNA Society
Date:	Tuesday, 29-May to Sunday, 3-June, 2012
Venue:	University of Michigan Campus Ann Arbor, MI USA
Host:	The RNA Society 9650 Rockville Pike, Bethesda, MD, 20814, USA 301-634-7166 meetings@RNAsociety.org
Website:	www.RNAsociety.org/conference-sub-sites/rna-2012/
Attendance:	1100-1400 participants

Organizers:

Rachel Green

Johns Hopkins University School of Medicine; HHMI
USA

Nils Walter

University of Michigan
USA

Melissa Moore

University of Massachusetts Medical School/HHMI
USA

Gerhart Wagner

Uppsala University
Sweden

Past Conferences:

2011: Kyoto, Japan; 1100 conferees, 40 countries
2010: Seattle, WA, USA; 1300 conferees, 35 countries
2009: Madison, WI, USA; 1100 conferees, 37 countries
2008: Berlin, Germany; 1200 conferees, 38 countries
2007: Madison, WI, USA; 1000 conferees, 35 countries
2006: Seattle, WA, USA; 800 conferees; 33 countries
2005: Banff, Alberta, Canada; 700 conferees; 25 countries
2004: Vienna, Austria; 600 conferees from 22 countries

Registration Fees:

	Early Registration until 31-March	Standard Registration after 31-March
Member	\$725	\$805
Non-member	\$835	\$905

Registration fees for the 5-day conference vary from \$725 for member, advanced registration to \$905 for non-member standard registration.

Contact

RNA 2012

c/o Simple Meetings

PO Box 31623

Seattle, WA 98103 USA

Phone: +1-206-706-8118

Email: registration@rnasociety.org

7. Notice
 - Please note that cancellation of your sponsorship is not permitted after submitting your application, with the exception of circumstances deemed unavoidable.
 - The Society will require an electronic copy of the sponsor's logo for the acknowledgements.
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Travel Fellowships for Young Scientists

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The Society is committed making our annual meeting affordable for all scientists, and that includes those coming from less affluent countries or laboratories. We have already reserved \$30K for travel fellowships to young scientists, but that will meet only 20-40% of the total need.

1. Categories Travel fellowship categories are open for negotiation. The sponsor may prefer to open applications to all scientists, or to limit awards by scientific subject or geographic location of the applicant.
2. Cost Award amounts are also open to negotiation, however we recommend awards of \$750 (the cost of conference registration), up to ~\$4000 (complete travel, lodging and conference expenses).
3. Benefits The corporate name and logo will be printed in the abstract book's sponsorship page, acknowledged on the conference acknowledgement slides, and mentioned in messages to the conferees when announcing the availability of such fellowships.
4. How to apply Please fill out the application form at the bottom of this document, and send it to RNA 2012 as described on that form and above. Describe your proposed fellowship, and we will discuss with you the feasibility and how we can make it happen.
5. Deadline **Monday, 2 April, 2012**
(for acknowledgement in the printed abstract book)
6. Payment After receiving your application, the Society will send an invoice indicating "Fellowship". After receipt of the invoice, please transfer your payment to the designated account by the specified date. (Please note that your wire transaction may pass through one or more banks before reaching the designated account. All transaction fees including fees deducted by conduit must be borne in advance by the sponsoring company.)

7. Notice
- Please note that cancellation of your fellowship is not permitted after submitting your application, with the exception of circumstances deemed unavoidable.
 - The Society will require an electronic copy of the sponsor's logo, and a paragraph describing the award. The Society reserves the right to alter the descriptive paragraph in order to make it conform to the rest of the abstract book. We will work with the sponsor to make the paragraph acceptable to both the sponsor and the Society.
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Awards

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The Society currently offers a small number of merit-based awards to young scientists, but more such awards are always welcome. Young scientists are invited to submit applications and abstracts detailing their current research, and a committee of scientists selects the winners based on the quality of the research. Contributors are welcome to participate in the selection process, or they can leave the selection process to a committee of RNA Society scientists.

1. Categories Awards categories are open for negotiation. The sponsor may prefer to open award applications to all scientists, or to limit awards by scientific subject or geographic location of the applicant.
2. Cost Award amounts are also open to negotiation. Per person award amounts could be as low as \$200 (the current value of our Poster awards), but we recommend awards of \$750 (the cost of conference registration), up to \$5000 (complete travel, lodging and conference expenses, plus a ~\$1000 award check).
3. Benefits The corporate name and logo will be printed in the abstract book's awards page, along with a paragraph describing the nature of the award.
4. How to apply Please fill out the application form at the bottom of this document, and send it to RNA 2012 as described on that form and above. Describe your proposed award, and we will discuss with you the feasibility and how we can make it happen.
5. Deadline **Monday, 2 April, 2012**
(for acknowledgement in the printed abstract book)

6. Payment After receiving your application, the Society will send an invoice indicating "Award". After receipt of the invoice, please transfer your payment to the designated account by the specified date. (Please note that your wire transaction may pass through one or more banks before reaching the designated account. All transaction fees including fees deducted by conduit must be borne in advance by the sponsoring company.)
7. Notice
- Please note that cancellation of your sponsorship is not permitted after submitting your application, with the exception of circumstances deemed unavoidable.
 - The Society will require an electronic copy of the sponsor's logo, and a paragraph describing the award. The Society reserves the right to alter the descriptive paragraph in order to make it conform to the rest of the abstract book. We will work with the sponsor to make the paragraph acceptable to both the sponsor and the Society.

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Advertising Opportunities

Companies are invited to advertise in the RNA Society's abstract book, with inserts in the conference bags, and/or on banners at the conference site.

1. Book Layout The RNA Society Abstract Book will be approximately 500 pages, printed in English and in 8 ½" x 11" format. The book will be offered in both printed and electronic format to all conference participants as part of their registration fee.

2. Categories and Cost	Location	Fee	Max Number of Slots
	Outside back cover (1 page)	\$3000	1
	Inside Front Cover (1 page)	\$1500	1
	Inside Back Cover (1 page)	\$1500	1
	Inside (1 page)	\$750	5
	Inside (1/2 page)	\$500	10

Insert in Conference Bags	\$500	20
Banner at Conference Site	Inquire	
Web Page Banner	Inquire	

3. How to apply Complete and return the attached PDF form with payment.
4. Deadline **Monday, 2 April, 2012** (for Abstract book ads)
Tuesday, 1 May, 2012 (for inserts in conference bags)
5. Notice • Both a hard copy and a data file are required.
 • Ads will be accepted in EPS or Illustrator formats for line art, or in 300 ppi TIFF, JPEG or PNG formats for line art and photos. Contact the Society early on if other formats are required.
 • We recommend that you send us contact information for the graphic artist who created your ad, in case we have questions.
 • Details regarding page assignment will be handled by the Society.

Exhibits

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Companies are invited to set up an exhibit at the annual meeting in order to advertise their products and to make direct contact with the conferees.

1. Categories You will be provided two 6-foot tables in an area approximately 6 x 6 ft (~2 x 2m) for the display of your products. If a shell standing exhibit space is desired, please let us know and we can investigate the available space and cost.
2. Cost \$3000
3. Schedule Exhibition hours will be Wednesday, May 30, Thursday, May 31, and Friday, June 1, from 20:00 to 22:30, in conjunction with the poster sessions that are attended by all conference participants.

Set-up: Wednesday, May 30, from 14:00 to 19:00

Move-out: Friday, June 1, from 22:30 to 24:00.

Specific questions about exhibiting should be directed to Kristin Scheyer (kscheyer@msn.com).

4. Exhibits Clinical instruments, testing equipment, drugs and medicines, medical equipment/systems, books, software, etc.
 5. How to apply Complete and return the attached PDF form with payment.
 6. Deadline **Monday, 2 April, 2012**
 7. Notice
 - Please note that cancellation of your sponsorship is not permitted after submitting your application, with the exception of circumstances deemed unavoidable.
 - A sponsor will receive two name cards for exhibition personnel. The name card is NOT valid for attending the conference program.
 - Sponsors cannot sell their products and services at their exhibition booth during the conference.
 - All exhibits and decoration must remain within the allotted exhibition space. Taping or anchoring on the floor is prohibited.
 - The place of exhibition will be determined by the Society.
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RNA 2012 Sponsorship Application Form

If you would like to help support RNA 2012, please fill out the form below and send it by email (preferred) or regular mail to:

RNA 2012
c/o Simple Meetings
PO Box 31623
Seattle, WA 98103 USA
Phone: +1-206-706-8118
Email: registration@rnasociety.org

Exhibits and advertising applications should be made on the PDF application form that accompanies this document. Deadline for acknowledgement in the printed abstract book:
Monday, 2 April, 2012

Sponsor Name: (Company, Institution or Individual)	
Contact Name:	
Contact Address:	
Contact Email:	
Contact Phone:	
Type:	
Proposed Amount (USD):	
Description: (Please describe your sponsorship in more detail. Which session you would like to sponsor? Which type of advertising? How many travel fellowships? etc.)	
Graphic Artist contact info: (Optional, but very helpful)	Name: Email: Phone #:



Exhibits and Advertising

THE RNA SOCIETY
17TH ANNUAL MEETING
UNIVERSITY OF MICHIGAN, ANN ARBOR
MAY 29 TO JUNE 3, 2012

Conference Sponsorship

We invite advertisers and exhibitors to further support RNA 2012 through a variety of sponsorship opportunities. Please review the prospectus and consider sponsoring an event, travel fellowships or awards. We appreciate support at any level and look forward to discussing your ideas.

return completed
form and payment
to:

RNA 2012
c/o Simple Meetings
PO Box 31623
Seattle, WA 98103 USA

PHONE
+1-425-450-0894

WEB
www.rnasociety.org/rna-2012/

Exhibitor Registration

The exhibitor package includes two 6-foot tables in a 6' x 6' (~2 x 2 m) area and two name badges for exhibit attendants to access the poster/exhibit rooms for 3 days.

Exhibitors are encouraged to demonstrate instruments, equipment, systems, books, software, etc. but cannot sell their products and services

at the exhibition tables. Taping to walls and anchoring to the floor is prohibited.

Please provide the name and contact information for exhibit attendants on the next page. Registration for exhibit attendants who wish to participate in all conference sessions, meals and socials should be done separately on the conference website.

Program Book Advertising

The program/abstract book will be approximately 500 pages, 8 1/2" by 11" and printed in English. Ads are available for the back cover, inside front or back covers, and half- or full-size inside pages. Hard copy and data file are required and both print and electronic format will be offered to all attendees.

Other Ideas

Consider a leaflet or logo item to be stuffed in the conference bags. Sponsor a banner at the conference site or a web page banner. We are open to suggestions and will appreciate working with you on any ways that you can be recognized for supporting the meeting.

Artwork

If your selection includes an ad in the program book, ads will be accepted in EPS or Illustrator formats for line art, or in 300 ppi TIFF, JPEG or PNG formats for line art and photos. Contact us early if other formats are required. We recommend that you send us contact information for the graphic artist who created your ad, in case we have questions. Page assignments will be determined by the Society.

QUESTIONS?
REGISTRATION@RNASOCIETY.ORG



Selection and Payment

THE RNA SOCIETY
17TH ANNUAL MEETING
UNIVERSITY OF MICHIGAN, ANN ARBOR
MAY 29 TO JUNE 3, 2012

EXHIBITOR REGISTRATION

Includes two 6' tables in a 6' x 6' (~2 x 2m) space and badges for 2 exhibit attendants with access to the poster/exhibit rooms only. Exhibit attendants who wish to fully participate in the conference (sessions, meals, socials and banquet) should also register as conference attendees at www.rnasociety.org/conference-sub-sites/registration/

PROGRAM ADVERTISING

Included in the printed and electronic program book, back cover, inside covers, or internal pages - half or full page.

BAG INSERTS

Your brochure or logo gift (provided by you) will be distributed to participants in conference bags at registration.

Please return this page with payment by post or email attachment.

Organization/Company name _____

Mailing address _____

City _____ State/Province _____ Country/Postal code _____

Contact name _____ Contact telephone _____

Contact email _____ Website _____

Exhibit attendant name(s) _____ Attendant telephone _____

Attendant email _____

Fee Calculation

Exhibit space: # 6' x 6' spaces _____ x \$ 3,000 = \$ _____

Ad - outside back cover (one available) \$ 3,000 = \$ _____

Ad - inside cover: front back (mark preference) \$ 1,500 = \$ _____

Ad - inside full page: # pages _____ x \$750 = \$ _____

Ad - inside half page: # 1/2 pages _____ x \$500 = \$ _____

Bag insert: Leaflet/brochure/flyer Logo gift \$ 500 = \$ _____

Banner or other - enter amount and we will contact you for details \$ _____

TOTAL FEES ENCLOSED (US Dollars): \$ _____

Payment Method

Check Credit Card Wire Transfer (contact us)

US\$ only Visa MasterCard American Express

Payable to "RNA Society" Billing statement will show merchant as "Simple Meetings"

Credit card account number _____ Expiration date _____

Name on card _____ Signature _____

Credit card billing address _____

POST: RNA2012 c/o Simple Meetings, PO Box 31623, Seattle, WA 98103 USA

EMAIL: REGISTRATION@RNASOCIETY.ORG

PHONE: +1-425-450-0894